

Michael Bauer International GmbH Introduces New International Risk Indicator: Global Risk Analysis for Sustainable Decisions

Karlsruhe, August 23rd 2023: Michael Bauer GmbH (MBI) is renowned for its exceptionally comprehensive data portfolio. The company boasts a wide coverage, both in terms of the number of countries for which it offers consistent and comparable data worldwide and in terms of the variety of data types available: geospatial, market and political data and more.

MBI Risk Indicators: A Comprehensive View of the World

In accordance with this principle, MBI is currently unveiling a fresh product designed to offer a comprehensive perspective of the global landscape. This product, known as the MBI Risk Indicator, showcases the organization's forward-thinking approach to gauging risks on an international scale. This innovative indicator evaluates risks across four fundamental dimensions: political, social, economic, and ecological. By merging these elements, it not only facilitates a comprehensive evaluation of potential overall risk but also furnishes intricate insights into specific risk domains. Consequently, the indicator furnishes an exhaustive groundwork for present and future corporate deliberations, examinations, and strategic endeavors.

Reliable Data for Informed Decisions

The Risk Indicator is grounded in the extensive MBI portfolio, built upon 20 years of experience in creating current and precise geodata. Political risk data originates from our renowned CONIAS Risk Intelligence department, where experts have been monitoring and quantifying global conflicts for more than two decades.

Looking Ahead: MBI Risk Indicators and Sustainability

Through the introduction of this novel offering, MBI underscores its contemporary approach. A prime illustration of this is evident in the Social Risk Indicator. An increasing number of consumers are now directing their attention towards the social sustainability aspects of their purchases. The Social Risk Indicator empowers enterprises to appraise potential collaborators, ensuring alignment with equitable societal practices. This, in turn, mitigates the likelihood of reputational pitfalls. Simultaneously, the Ecological Risk Indicator assists companies in recalibrating their approaches to climate fluctuations. It equips companies to proactively navigate the challenges presented by climate change. MBI is proud to bring these advanced data products to market and support companies in a wide range of sectors to make informed decisions to shape their future successfully.

For more information about MBI and the 4-dimensional International Risk Indicator, please refer to **this link**. Alternatively, feel free to directly contact our sales team **here**.

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit www.mbi-geodata.com.

Michael Bauer International Press and Public Relations:

Jasmin Mezger

Marketing Assistant

Greschbachstr. 12

76229 Karlsruhe

+49(0)721-46470342

jasmin.mezger@mbi-geodata.com

www.mbi-geodata.com